CLEAN COPY OF ALL PENDING CLAIMS

1. (Amended) A method of displaying information about a multitude of different customers comprising:

for each customer, receiving a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

for each customer, generating a symbol; and

arranging the symbols spatially, based on the numeric values.

2. The method of claim 1 including generating the numeric values based on an Internet communication activity of the customer.

Please cancel Claim 3.

4. The method of claim 2 including converting initial data based on the communication activity to a limited data set of the numeric values.

5. The method of claim 4 including receiving additional data based on further communication activity, and modifying the numeric values based on the additional data.

6. The method of claim 1 wherein each symbol includes a characteristic indicating a numeric value of a selected parameter.

7. (Amended) The method of claim 6 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.

Please cancel Claim 8.

9. The method of claim 1 wherein arranging the symbols includes generating a representation of a three-dimensional array.

10. The method of claim 1 including the step of selecting a subgroup of customers based on a spatial region in which their corresponding symbols reside.

11. (Amended) A computer readable memory operable to display information about a multitude of different customers comprising:

a first set of instructions to receive, for each customer, a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

a second set of instructions to generate, for each customer, for each customer, a symbol; and

a third set of instructions to arrange the symbols spatially, based on the numeric values.

12. The apparatus of claim 11 including a fourth set of instructions to generate the numeric values based on an Internet communication activity of the customer.

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Please cancel Claim 13.

14.   The apparatus of claim 12 including a fifth set of instructions to convert initial data based on the communication activity to a limited data set of the numeric values.

15.   The apparatus of claim 14 including a sixth set of instructions to receive additional data based on further communication activity, and to modify the numeric values based on the additional data.

16.   The apparatus of claim 11 wherein each symbol includes a characteristic indicating a numeric value of a selected parameter.

17.   The apparatus of claim 15 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.

Please cancel Claim 18.

19.   The apparatus of claim 11 wherein the third set of instructions further serves to generate a representation of a three-dimensional array.

20.   The apparatus of claim 11 including a fourth set of instructions to select a subgroup of customers based on a spatial region in which their corresponding symbols reside.